

Christopher Ruiz

Strategic communications leader with 10+ years of experience driving digital campaigns, shaping narratives, and building systems that expand impact. Trusted advisor to executives and nonprofits with a record of aligning brand vision to measurable growth.

[in/chrisrismyname](https://www.linkedin.com/in/chrisrismyname)

ruiz.chris1@gmail.com

Experience

July 2024 - Present

American Muslim Advisory Council | Nashville, TN (Remote)

Communications Specialist - Freelance

- Defined the organization's communications vision and recommended long-term goals, then designed and implemented strategies integrated leadership's priorities.
- Strengthened organizational digital presence to expand engagement and community trust.
- Built internal communications and data processes for long-term sustainability.

Feb 2023 - May 2024

Golin PR | New York, NY

Senior Manager, Digital

- Managed organic social media presence for Ferrero brands (Kinder Joy, Tic Tac, Kinder Bueno, Kinder Chocolate)
- Led U.S. organic social launch of Kinder Chocolate through audience-first strategy that translated global brand identity into locally resonant campaigns, generating 80% growth in meaningful engagement.
- Led the new platform launch on Pinterest for Kinder, managing creator partnerships to produce over 60 multi-channel assets.
- Mentored cross-functional teams, boosting internal collaboration and team engagement.

July 2021 - Dec 2022

Millions of Conversations | Nashville, TN (Remote)

Marketing and Communications Specialist - Freelance

- Developed communications strategy and executed cross-channel campaigns supporting philanthropy and advocacy.
- Built digital fundraising infrastructure, securing \$5,000 in inaugural campaign and laying foundation for scalable philanthropic growth.
- Strengthened analytics capacity and data-driven storytelling across the organization.

July 2017 - July 2021

Hudson Rouge | New York, NY

Senior Social Media Strategist

- Designed integrated social strategies for luxury brand campaigns, doubling media budget and delivering 12-18% YoY growth.
- Conducted analytics studies surpassing KPI benchmarks by 20%, embedding test-and-learn culture.
- Built adaptive marketing systems enabling internal teams to pivot quickly with evolving market conditions, safeguarding brand relevance and continuity.

Education

2015

B.S. Business Administration
Saint Louis University

2022

Integrated Data Analytics for Conflict Prevention Boot Camp
United Nations System Staff College

Core Capabilities

Strategic Communications & Narrative Design

Digital Campaigns & Growth Marketing

Community Engagement & Capacity Building

Data Analytics & Impact Measurement